

Remarks

Favorable consideration of this application is requested in view of the following remarks. For the reasons set forth below, Applicant respectfully submits that the claimed invention is allowable over the cited references.

Applicant thanks the Examiner for the interview and search that led to the discovery of additional references which are included in the accompanying Information Disclosure Statement.

Applicant requests that the Examiner consider the references submitted in the Information Disclosure Statement filed on September 19, 2000, and initial and return the corresponding Form 1449 in accordance with MPEP § 609.

As discussed in the interview, the claims have been redrafted in accordance with Applicant's "long-accepted right to press alternative claims covering different aspects of ... [Applicant's disclosed] invention." See, *Amgen, Inc. v. Hoechst Marion Roussel*, 126 F. Supp.2d 69 (D. Mass. 2001). The claims do not introduce new matter and are believed to be allowable over the prior art. Consistent with the October 22 telephone conversation and using one of the independent claims as an exemplary claim for discussion purposes, each of following aspects should be apparent: an interactive on-line viewer selecting structures and articles from different retailers via a linked operation at the host-site; different retailers competing, such that they are offering the same type of articles for sale to the same on-line viewer; having different (or competitive) article-provider sites provide images of articles independent from one another with the host-site being independent of the retailers; and the host-site acting as a retailer-independent hub that aids the on-line viewer in viewing selected articles as combined with a selected structure.

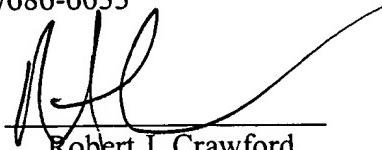
In view of the remarks above, Applicant believes that each of the claims is in condition for allowance.

Should there be any remaining issues that could be addressed over the telephone,
the Examiner is encouraged to contact the undersigned.

Respectfully submitted,

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